

PATENT  
Attorney Docket No.: 20098/2-US

**REMARKS**

The applicant has carefully considered the official action dated March 15, 2004 and the references it cites. In the official action, claims 1, 2, 4-6, and 8-11 are rejected under 35 U.S.C. § 102 as being anticipated by DeBruin-Ashton. Additionally, claims 3 and 7 are rejected under 35 U.S.C § 103(a) as unpatentable over DeBruin-Ashton in view of Manley et al. In view of the following remarks, it is respectfully submitted that pending claims 1-11 are in condition for allowance. The applicant respectfully requests reconsideration of this application.

As an initial matter, the applicant notes that the specification and claims 1, 3, 5, 7, and 9-11 have been amended to correct typographical and other minor errors. No new matter has been added.

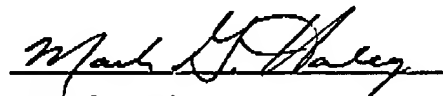
Turning to the art rejections, the applicant respectfully submits that independent claims 1, 5, and 9 are allowable over the art of record. In particular, the official action incorrectly contends that DeBruin-Ashton teaches attaching first and second printed brochure versions to respective copies of a periodical and sending each of the printed brochure versions with attached periodical to the subscriber to which the brochure is addressed as recited in claims 1, 5, and 9. In fact, DeBruin-Ashton is completely devoid of any such teaching or suggestion. If the examiner wishes to maintain his apparent contention that DeBruin-Ashton discloses attaching first and second printed brochure versions to respective copies of a periodical and sending each of the printed brochure versions with attached periodical to the subscriber to which the brochure is addressed, the applicant respectfully requests that at least some evidence that DeBruin-Ashton provides such a teaching or suggestion be identified.

PATENT  
Attorney Docket No.: 20098/2-US

Further, none of the other references cited in the official action overcome the above-noted deficiencies of DeBruin-Ashton. Accordingly, the applicant respectfully submits that independent claims 1, 5, 9, and all claims dependent thereon are in condition for allowance.

In view of the foregoing, the applicant respectfully submits that this application is in condition for allowance. If there are any remaining matters that the examiner would like to discuss, the examiner is invited to contact the undersigned representative at the telephone number set forth below.

Respectfully submitted,



Mark G. Hanley  
Reg. No. 44,736  
Attorney for Applicant  
Grossman & Flight, LLC  
20 North Wacker Drive  
Suite 4220  
Chicago, Illinois 60606  
312.580.1020

September 1, 2004